

Ref number:  
067



## Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: [wiltshirelaa@wiltshire.gov.uk](mailto:wiltshirelaa@wiltshire.gov.uk)

Area Board	Salisbury
Form submitted by (contact for all queries)	Karlene Jammeh Sports Development Officer – South Wiltshire Council PO Box 2117 Salisbury SP2 2DF Tel 01722 434437
Name of initiative	Salisbury Alternative Sports Club Development
Brief Description of Initiative	<p>To provide alternative sports and activities to young people in South Wiltshire by developing a comprehensive programme of activities on a weekly basis in the form of an Alternative Sports Club.</p> <p>The project will work in partnership with a range of organisations, including community safety, youth development and the police to provide positive activities for the young people to take part in, contributing to combating anti social behavior and giving them somewhere to participate in alternative sports weekly. The club will therefore target young people who would not usually participate in traditional team sports. Often young people involved in alternative sports are more isolated and less socially engaged than team sports players and so this project will be promoting inclusion and helping to develop new outlets for socially isolated young people.</p> <p>The project activities will allow young people to meet new people and stay healthy by participating in a minimum of two hours of physical activity a week. The club will also enable young people to learn new skills and build on existing skills. There will be volunteering opportunities at the clubs and young leadership opportunities at forums.</p>
Please put a cross	Building resilient communities <input checked="" type="checkbox"/>

against the ambition(s) that this initiative will support	Improving affordable housing	
	Lives not services	√
	Supporting economic growth	
	Safer communities	√
	Protecting the environment	
	Action for Wiltshire – combating the recession	
Amount of funding sought	£ 9,418	
What will this money be spent on? (please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack)	<p>All of the money will be revenue costs:</p> <ul style="list-style-type: none"> <li>• Alternative sports coordinator/assistant for club</li> <li>• Alternative sports coaching costs</li> <li>• Venue hire costs</li> <li>• Equipment purchase</li> <li>• Publicity and promotion of club</li> <li>• Transportation for young people</li> <li>• Alternative sports coaching qualifications/opportunities</li> </ul>	
Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken	<p>Lives Not Services</p> <ul style="list-style-type: none"> <li>- This project will considerably contribute to the long term health and wellbeing of young people involved in the activities provided through it. Many young people involved in alternative sport are those who are dis-engaged from mainstream sports. All the activities that will take part in this club are a great way to keep fit. The club will improve fitness, so the young people will become healthier. The activities will also require stamina and commitment, and improve strength, co-ordination and flexibility</li> <li>- By engaging young people in regular alternative sport sessions the project will provide young people with positive healthy activities and give them the opportunity to learn new skills and achieve. This could lead on to roles within sport as a volunteer or coach if the interest is maintained and life skills learned that will play a large role in career and life development.</li> <li>- The development of an alternative sports hub club in South Wiltshire will allow young people to take part in a new and exciting project that will be relatively easily accessed.</li> <li>- At the moment there is no club like this in the local area for young people to attend, so it would be very popular for people to have a go at different alternative sports in a safe and controlled environment. The funding will help to organise and sustain activities and help to improve the young people's skills by going to the activities more than once. All of which contribute to greater opportunities in</li> </ul>	

	<p>their lives and a sense of belonging, identity and wellbeing.</p> <p>Safer Communities</p> <ul style="list-style-type: none"> <li>- Activities provided on a regular basis for young people in alternative sports can contribute to reducing anti social behaviour in local areas. Projects tend to be delivered in partnership with local youth development service workers and at the time of the day that would see most anti social behaviour perpetrated. Therefore by delivering activities to counter this will:</li> <li>- a) attract young people who are not engaged in other sports and consequently at a higher risk of committing anti social behaviour.</li> <li>- b) enable youth development workers to work more closely with these young people in an environment that suits the young person.</li> <li>- c) engage hard to reach young men who are often the same group who engage in antisocial behaviour, and divert their activity into constructive channels e.g. away from free-running in inappropriate areas to proper parkour training.</li> </ul> <p>Building Resilient communities</p> <ul style="list-style-type: none"> <li>- This project would only be successful with partnership working. Therefore it will require differing organisations across Wiltshire to work together in order to make it successful.</li> <li>- The project will promote opportunities across both the voluntary and statutory youth work sector and will provide volunteering opportunities for both young people and people within the wider community.</li> <li>- The main aim of the hub is to promote inclusion for all and allow people within the community to get involved in both the running and the development of the hubs.</li> <li>- Development of the alternative sports club will allow young people to succeed at school as it allows them to develop new skills and build on existing skills, developing stronger resilient young people. It also allows them to participate in positive activities whilst socialising and having fun. The sports and activities will also promote team work and effective communication.</li> </ul>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p>There was a Wiltshire Young People's Opportunities bid that was successful in 2008 to organise a range of alternative sports and activities in the local areas of South Wiltshire but only during the holiday periods. These taster sessions proved extremely successful with over 250 young people taking part in the sessions and engaging with activities that they wouldn't</p>

	<p>have been able to access before. The funding has now run out so the activities are unable to continue, without support to sustain a more regular weekly club that young people could meet on a more frequent basis. There is now there is a large group of young people that participated in the alternative activities, really enjoyed themselves and would commit to meeting more regularly.</p> <p>At these sessions the young people identified many areas that they could improve on and gain going along to a regular alternative sports club. The majority of the young people wanted to learn new skills that are fun and different, and be good at something that they never expected to be, and hadn't had a chance to try. They would also improve their ability, confidence, team work and build on their relationships with one another. As well as the club enabling young people to do more activities and stay active, it could also improve their skills further, by making decisions about all club aspects, giving the young people a voice in the community and encouraging more young people to take part.</p> <p>A recent Tomorrow's Voice survey (surveying 1695 young people) showed that 43% of young people would like engage in alternative sports with 56% wanting these activities in locations other than school. Over 65% of young people requested an external professional to lead these sessions and between 20-23% expressed interests in alternative sports coaching, umpiring or event volunteering.</p> <p>The demand from local organisations and schools for alternative sports coaching courses also signifies that there is an increase in need for alternative sports coaches providing activities for young people.</p>
<p>How will you know you have been successful?</p>	<p>Success will be measured by quarterly figures and an increase in numbers annually. Success will also be measured by an increase in regular activity sessions. Evaluations and monitoring forms will be distributed at the end of each activity, so it will show areas for improvement and which activities prove to be more popular for the young people to engage in.</p>
<ul style="list-style-type: none"> <li>• How will you measure the impact? (may have more than one measure)</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation forms</li> <li>• Video evidence (production of a DVD) and photographs</li> <li>• Attendance registers with participation data</li> <li>• Tomorrow's voice survey</li> <li>• School Sports Partnerships Data</li> </ul>
<ul style="list-style-type: none"> <li>• What is your improvement target (s), and when do you expect to achieve this/these?</li> </ul>	<ul style="list-style-type: none"> <li>- Annually provide a minimum of 100 hours of alternative sports sessions for young people in South Wiltshire</li> <li>- Over the initial two years of the project, engage 400</li> </ul>

	<p>young people in alternative sports that previously had no engagement with team or organised sports, including taster days/events to promote the club</p> <ul style="list-style-type: none"> <li>- Actively work to increase the participation and engagement of marginalized young people so that 15% of all BME, disabled and rural young people in Wiltshire will have engaged in at least one alternative sports session within the three years of the project.</li> <li>- Engage between 5-10 young people a year in specific accredited volunteering opportunities based around alternative sports.</li> <li>- Provide opportunities for 5-10 young people over two years to gain National Government Body certified coaching qualifications in a range of alternative sports.</li> </ul>
<ul style="list-style-type: none"> <li>• How will you ensure that the improvement continues after the end of the initiative?</li> </ul>	<p>The improvement will continue through the development of the club as they will be sustainable and we ensure that we:</p> <ul style="list-style-type: none"> <li>- Develop volunteer coaches to deliver sessions</li> <li>- Seek external funding/sponsorship where necessary</li> <li>- Negotiate facility hire</li> <li>- Seek assistance from youth service and other statutory organisations</li> <li>- Include participant membership fees and activity fees.</li> </ul>
<p>Who will benefit from this initiative?</p>	<p>Young people aged 11-16 years old in the South Wiltshire area.</p> <p>The activities will give young people the chance to do some positive and physical activities. The young people involved will be able to demonstrate to the local community that they are productive and want to engage in positive activities. The club will give young people an incentive to achieve and do well at other things, and get more young local people to get involved.</p> <p>The local community and the leisure centres will benefit as the club will use local facilities for the activities and there will be something different on offer for young people in the community.</p> <p>Local sports clubs can also get involved, such as, South Wilts Archery club and Salisbury Canoe Club, who can provide qualified instructors for some of the activities within the club.</p> <p>The police and community safety will also be able to demonstrate that the young people are doing something positive with their free time, and reducing anti-social behaviour.</p>
<p>Confirm no unfunded commitments from this initiative</p>	<p>Please delete the statement that does not apply:</p> <ol style="list-style-type: none"> <li>1. I confirm that there will be no unfunded financial commitments arising from this initiative</li> </ol>

<p>What are the key risks to success and how will these be managed?</p>	<ol style="list-style-type: none"> <li>1. Limited access to facility time - this will be managed by forging affective relationships with local leisure providers to ensure that facility time is negotiated and ongoing.</li> <li>2. High level of coaching costs - development of a local pool of coaches to reduce costs, and seeking young volunteers to support the programme</li> <li>3. Insufficient storage of equipment - negotiate storage facilities with leisure providers, schools and local youth centres.</li> </ol>
<p>Who will manage the initiative</p>	<p>Karlene Jammeh Sports Development Officer – South Wiltshire Council Tel 01722 434437</p>

Signed:

Chairman of Area Board

Dated: